GENERATING REVENUE THROUGH USE OF
AN INTERACTIVE COMPUTER SYSTEM

ABSTRACT

An interactive computer system that identifies Customers when the Customer selects a display that appears on an Affiliate site. The system connects the Customer to the selected Merchant site and to the Clearinghouse site which frames the Customer's view. The Frame lists other network sites that are selected by the Clearinghouse site as of possible interest to the Customer. Sales revenue is generated for a Merchant and commission revenue is generated for the referring Affiliate based on purchases by an end user Customer during the initial and subsequent visits to the Clearinghouse site.